



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Applicants : Thomas J. Perkowski, et al.  
Application Serial No.: 10/602,990  
Filing Date: June 24, 2003  
Title : INTERNET-BASED BRAND MARKETING  
COMMUNICATION NETWORK ALLOWING MEMBERS OF  
A BRAND MANAGEMENT TEAM TO COMMUNICATE  
DIRECTLY WITH CONSUMERS SHOPPING ALONG EC-  
ENABLED WWW-SITES, AND SERVICED BY  
PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS  
(MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS AND  
MANAGED BY BRAND MANAGEMENT TEAM MEMBERS  
AND/OR AUTHORIZED PARTIES  
Examiner : Jeffrey D. Carlson  
Group Art Unit : 3622  
Attorney Docket No. : 100-059USA000

Honorable Commissioner of Patents  
and Trademarks  
Washington, DC 20231

**RESPONSE TO OFFICE ACTION MAILED JANUARY 8, 2009**

Sir:

In response to the Office Action mailed January 8, 2009, Applicants hereby submit the following amendments to the same: